

DEMAND STYLE NOT SERVICE

Average Buyer of Cars Will
Pay More for Appearance
Than Usefulness.

The recent automobile shows in New York and Chicago and other big centers offered a good opportunity for study of the appeal that different cars have for the prospective purchaser. The average buyer is buying on appearance as the fundamental and deciding factor, which, in the end, means that he is getting more good looks than he is service for dollar expended. This is not to say that the good looking cars are not good ones, but that the buyer is overlooking the important fact that a mediocre chassis can be fitted with a smart looking body and the car sold at a price higher than that of a more substantial chassis with a fair type of body. If you will but look over the more prosperous manufacturers' cars I think you will agree that there is nothing freakish or startling in the looks of the cars. They are, one might say, ordinary, or they have become so because of the great number of them on the streets. As examples of these I mention the Dodge, Ford, Maxwell, Chevrolet, Dorr, Reo, Buick. These cars all have good reputations for giving high value per dollar spent. The man who would buy good looks alone in a car would also buy more style in clothes without inquiring into the quality of the cloth. The results are the same in automobiles, clothes, furniture or other commodities. The style may be there but the quality so poor that you don't have the benefit of that style for a very long period, and usually you have so much trouble because of the quality that you are ashamed of the article.

Demand More Than Supply.
There is no doubt that car manufacturers today are able to sell all the automobiles they are physically capable of producing because the demand is so much higher than the supply, but that is no reason why you should not use better judgment in the selection of your new car and get the most quality with the best appearance.

If you are one of the great many who wish to have extreme individuality in their car, then it probably will be cheaper to buy a good chassis and have a special body made to your order and to your individual liking. Thousands of buyers, in order to get a car different from so many others, buy a make not quite so well known be-

OTTO AUTO



cause the body fits are so distinctive. The repair bill may be quite distinctive also.

The majority of cars on the American market are what are usually called assembled cars; that is, the main units of the chassis—engine, clutch, transmission and axles—are bought of parts makers and then thrown together, with the parts bought merely to meet a certain price. The bodies on these cars are usually of a most attractive design, so that the eye appeal will be satisfied. In other words, the manufacturer knows that the initial appeal must be satisfactory, otherwise no further investigation will be made.

What Wise Buyers Do.

The wise buyer today will investigate the value of the different parts used in the construction of the chassis. He has seen advertised such names as Timken for axles and bearings, Continental for tires, Hyatt for bearings, Willard and Exide for storage batteries and so on. The owner should make a study of the relative value of the important units that enter into the construction of the car and avoid a chassis with even one cheap unit. Some makers, in order to meet a price, will use a fairly good engine, a good transmission but a cheap rear axle. Knowing that so many buyers select on appearance, the maker is safe in putting almost any sort of axle under the car. If, however, the buyer becomes wise enough to know good parts from poor ones he will avoid the chassis with the cheaper parts, even though the body is a handsome affair. When you buy a suit of clothes you expect the vest to be of the same quality

as the coat or trousers so that all units will wear about the same length of time. The same thing holds in a car—all the units ought to have the same relative high quality so one of them won't fall to pieces quickly.

Another thing a prospective purchaser should bear in mind, and that is that a body may be good looking and still cheap. Mounted on a cheap frame the result is the doors soon rattle and the whole body gets out of shape because of the warping of the frame.

It is necessary for the automobile buyer to study fundamentals, or to get the advice of some one who knows and understands these fundamentals. Merely to go into the market and buy a car with the money you have is to take a chance with a considerable amount of money. Bear in mind you are buying transportation, not merely a vehicle, just as you buy a fine violin or piano. Nearly all violins look alike, yet the difference in actual value may be thousands of dollars.

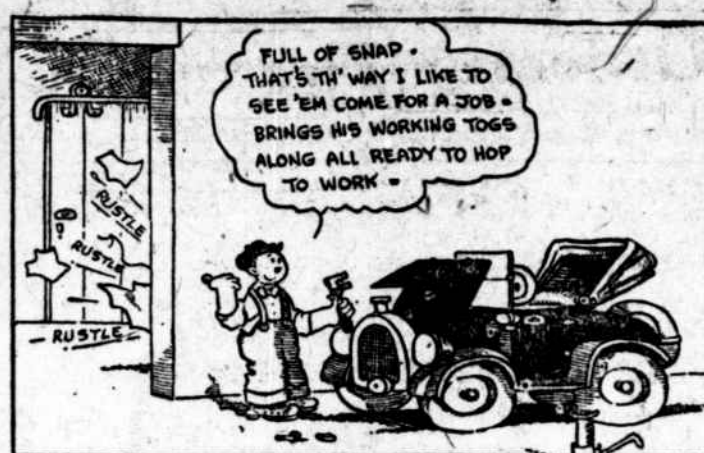
Lest You Forget.

One of the big rubber companies attaches to every big shipment of brake lining a card containing some suggestions which are worthy of general circulation:

1. Storage battery inspected every two weeks.
2. Grease cups turned up every 1,000 miles.
3. Springs oiled every week.
4. Oil and gasoline connections inspected every week.
5. Crankcase drained and washed out with kerosene every 500 miles.
6. Universal joints packed with grease every 1,000 miles.
7. Differential and transmissions packed with grease or oil every 1,000 miles.
8. Spark plugs cleaned every 1,000 miles.
9. Carbon removed from cylinders twice a year.
10. Valves ground each 5,000 miles.
11. New piston rings every eighteen months.
12. See that wheels are in line once a month.
13. See that the water is circulating every time the car is started.
14. Bearings on wheels inspected once a month.
15. Gasoline pipe and carburetor thoroughly cleaned every month.
16. Self-starter inspected every month.
17. Steering wheel and steering knuckles inspected once a month.
18. Test brakes and equalize once a month.
19. Removing front wheel hub washer—To remove the split steel washer that snaps into a groove in the hub of a front wheel and holds the thick felt washer in place over the inside bearing, the most effective method is to make the simple tool. Obtain a pair of round-jawed pliers about five or six inches long. File a notch on the inside of each jaw near the end, and then reduce the diameter of the jaws until they will just slip into the holes in the ends of the split washer. Having done this, it is a simple matter to remove the washer. Hook the ends of the pliers into the holes, close the pliers to contract the washer to draw it out of the groove, and then by running a screwdriver around the edge of it it is easily slipped off. I have used one of these tools for several years and find it most effective.

Prudent Course.

"Speak softly to the traffic policeman."
"I always do," replied the testy motorist.
"Highly commendable."
"If he ever heard some of the remarks I address to him under my breath I would be under arrest in about five seconds."—Birmingham Age-Herald.



WASHINGTONIAN HEADS LAFAYETTE COMPANY

D. C. Selheimer, recently appointed works manager for the Lafayette Motors Company, the new Hash-Howard-White organization, of Indianapolis, has been a resident of Washington for nearly two years and has many friends and business associates here. He served twenty months as a major in the Motor Transport Corps, in charge of the maintenance of motor



D. C. SELHEIMER.
Washington man, appointed works manager of the Lafayette Motors Company, Indianapolis.

vehicles, and was recently released from service. He was associated for five years with the Packard Motor Car Company, of Detroit, holding important positions in the manufacturing of engines and chassis. He went from the Packard to the factory manager-ship of the Hal Motor Car Company, of Cleveland. He later became factory manager of the Houk Wire Wheel Company, Buffalo, N. Y., coming from Buffalo to Washington.

Watch the Grit.

If the tube is allowed to get into the dust and particles of sand or grit stick to it, or if when a roadside repair is being made, these find their way into the case, more trouble is ahead. In time you will find your tube full of tiny holes as if fine glass had done the work.

Test for Piston Rings.

When there is an escape back past the piston rings of hot gases the crank case inevitably gets warm. The other hand if the escape is past the valves this condition is not found.

Slow Leak.

When the small rubber cushion in the base of a tire valve is displaced in any way it is apt to depress the small core stem of the valve so that a slow leak results, which the car owner probably blames on a tiny puncture.

Plug Gaps.

When the spark gap of a plug is too great there is danger of burning out the secondary wire of the coil from the heat engendered by the excessive resistance.

Master Vibrator.

The primary current should never be run through the master vibrator coil when the secondary circuit is not in use, as this will ruin the unit.

OWNERS' SERVICE DEPARTMENT.

Q. I was fixing a spare onto the carrier and happened to look down at the exhaust pipe on my Cadillac and noticed what I call thought was raw gasoline coming out. Upon investigation I found it to be water, and I would like to know if it is a leak or can it be a regular condition in the engine.

A. It probably is not a jacket leak. Water is one of the products of combustion, and in the colder days it condenses and flows out in liquid form with the exhaust. You will find this more or less in every automobile.

Q. What is the particular advantage of inclining the valves at an angle to the cylinders? I notice this on two of the new cars.

A. You may have noticed that on L head engines, primarily it reduces the size of the pocket in the cylinder head and thus allows of a better shape of combustion chamber.

Q. Could bucking at low speed be caused altogether by misfiring. I have an eight-cylinder car which seems to hit on five or six at times and I thought that that might cause knocking which sounds like there is something wrong with the clutch.

A. Quite likely the misfiring is the cause of your trouble, as the reduction in power at low speeds is such as to give the effect of an engine about to stall.

Q. A month ago I had my sedan painted and now the paint is peeling off and cracking so that the car looks worse than it did before painting. Could I have done this or would you say it was a poor job.

A. A poor paint job, no doubt, coupled with the fact that the car may have been exposed to abrupt changes in temperature.

Q. I have an Overland model 83, and recently there developed some trouble in the rear axle, which as you know has the transmission in unit. In running in first or second speed there is a great deal of noise, as though the whole axle was falling to pieces. In high there is hardly any at times, and then again there is a great deal. Would you take the whole axle apart or is it something that can be remedied without much trouble?

A. Without question the counter-shaft bearings are "all shot" and you will have to replace them. I hardly think this can be done without removing the torque tube and transmission unit together with the differential housing cover. The best job can be done with the entire axle detached from the car.

Q. The engine of my car is thermosiphon cooled, and on a cold day the water freezes solid after running about fifteen minutes. I put a piece of paper on the radiator, but it falls off. I ordered a radiator cover made, but in the meantime tell me what to do when it freezes?

A. Stop the car, but allow the engine to run slowly. Keep pouring water into the radiator and cover the front lower half of the radiator. As water boils off keep adding more. Don't allow an appreciable amount to boil off.

Primer Connections.

When a cup or other form of dash primer is used, the tube which connects with the manifold is apt to become disconnected by vibration. To obviate this trouble solder a sleeve on the end of the tube and allow a slip connection with the reservoir.

Skinner Skinned Him.

"When you traded cars with Skinner did you get anything to boot?"
"Yes; I've kicked myself ever since."—Boston Transcript.

Practical Paragraphs

Throwing the ignition switch to "on" position, and then leaving the keys in place, does not insure your car from theft. Take the keys with you.

A good short cut to low operating expenses is careful driving, watching faithfully the performance of the engine, and giving it immediate attention if anything does go wrong.

Tests, conducted by the B. E. Goodrich Rubber Company, explode the idea of using lower tire pressure in summer than in winter. The variant is so slight that an even pressure can be maintained the year round.

When the starting motor lacks power to turn over the crankshaft it may be strengthened by coupling on another storage battery, connecting it in multiple so as not to increase the voltage. If the conducting wires are of sufficient size from the battery to the motor there will be a considerable gain in power output.

Your car will be less liable to theft, if you will park it near a bright light. Thieves work best in the dark.

You can cut down repair bills by occasionally examining the mechanical units in your car. It takes little mechanical knowledge to tighten a bolt here and there.

Gasoline lines sometimes leak because of chafing against the edge of frame channels or other parts. An easy way to remedy this is by wrapping soft wire tightly about the tubing, winding it for a small distance each side of the leak and then going over the wire with solder.

When two of the wires of the lighting or starting systems are producing a short circuit an inevitable accompaniment of the condition is heat. By feeling carefully along the line the operator

BY AHERN



LOUIS XVI CARS SHOW HIGH ART

LaFayette Reproduces Traditions of Liberty Loving Marquis.

Executives of the LaFayette Motors Company, of Indianapolis, who have shown their new car for the first time at the national shows this year, have found a very satisfactory answer to a 300-year-old query: "What's in a name?"

The name of LaFayette proved to be a source of inspiration to them and to all the engineers and designers who have contributed their skill and talent to the creation of an automobile that reflects both the high ideals of the illustrious Frenchman and the fine art of his period.

In designing the LaFayette, these men not only followed the accepted and most advanced engineering principles but studied, as well, the memoirs of the liberty-loving marquis and the history of the court of Louis, the XVI, with the results that several refinements and appointments of the car have a historic conception.

The radiator emblem, for example, is a cameo of LaFayette, onyx mounted and framed in silver, and resembles a prized antique fashioned by some famous craftsman back in the eighteenth century. A thorough and tireless search through historical museums, private collections and the literature of LaFayette's time was made in order that the design would be authentic. The design has been accepted as official by the American Numismatic Society.

On the hub caps of the car, the gracefully scrolled monogram of LaFayette has been reproduced, the design being taken from letters that the marquis wrote on his private stationery to friends in this country at the close of the War of American Independence.

Art connoisseurs will instantly note that the silver appointments of the enclosed car are of Louis XVI period design.

The hand-carved walnut woodwork of the toilet case and smokers' case of the touring sedan interior also is historically correct, since it expresses the Italian motif of the eighteenth century that exerted such a marked influence on the French art of the same period.

Originality of design, in fact, had an uncommon stimulus in the new LaFayette, since no other automobile manufacturer ever had such historical sources to draw upon in the creation of a car that is distinctly different not only mechanically but artistically.

The Cranks.

First Thot—They have taken cranks off the front end of a makes of cars now.
Second Thot—And put them in the seats of many.—Wichita Eagle.



More miles per gallon
More miles on tires

The Rise of Maxwell Is Due To Its Metals

Fine soil makes fine wheat; fine feathers make a fine bird; and fine metals have made the Maxwell. They have given it:

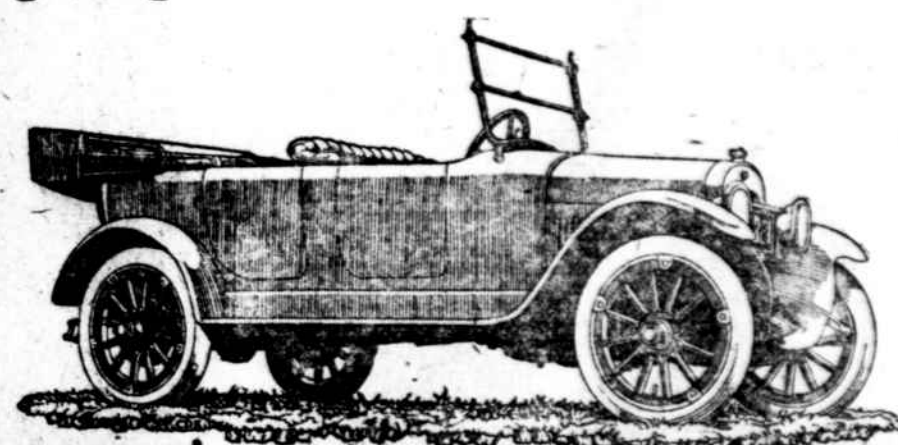
1—A life of 100,000 miles. 2—Thriftiness.

For its metals are light in weight. Therein comes thriftiness.

But these metals are of extra strength. Therein comes long life.

Metallurgists—those who have made the study of metals a science—will tell you that such metals are costly, but they guarantee quality in a car and their generous employment in a Maxwell is by far the best evidence anyone may need to determine its quality.

They are almost alone responsible for the rapid rise of Maxwell, for the fact that nearly 400,000 now have been built, for that ever-growing friendliness to Maxwell the world over.



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